

Prevent and Handle Objections to Win More Business



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Today you will learn:

- The biggest mistake that Agents make handling objections.
- Two keys to prevent objections.
- Ten Steps to handling objections.

Handling Objections is an advanced skill

- This is an advanced skill.
- It takes effort to learn.
- There are scripts to memorize.
- There are patterns to internalize.
- It may require a paradigm shift. A paradigm shift is a shift in your beliefs.

Examine Your Beliefs

- Take a moment to examine your beliefs about objections.
- Think about what objections mean to you.
- Do they make you want to flee or fight? Or do they make you want to understand?
- Do they stop you or move you to action?
- Do they create fear and frustration... or do they create a smile with confidence

The 3 Unidentified Questions on their Mind

- Can I trust you?
Do you really have my best interests in mind or are you just trying to sell me?
- Is it the best thing that I can do?
- Can you prove it?

Improving These Skills

- You will not win all of the time.
- You will win more often.
- You will gain confidence.
- You will get stronger.
- You will remove another barrier, to your income and your career.

Be Careful

- The biggest mistake some people make is to fight an objection.
- The key is to agree understand, connect and empathize, with an objection.
- Ultimately getting agreement occurs when people know you care, they believe you understand and they know you come from an intelligent point of view.

How to Prevent Objections

- Have a strong level of rapport.
- Continuously, ask questions.
- Handle objections in advance...
- Understand the basics of personality...
- Any objection that you experience more than once... address in your initial presentation.
 - Listing Presentation
 - Buyer Presentation

Understanding Personality Styles

- Dominance
 - Relaxed: Confident and Assertive
 - Under Pressure: Pushy, Arrogant and Aggressive
- Influencing
 - Relaxed: Optimistic, Engaging and Charismatic
 - Under Pressure: Self Promoting and Disorganized
- Steadiness
 - Relaxed: Composed and Unemotional
 - Under Pressure: Apathetic and Uninterested
- Compliance
 - Relaxed: Thorough and Organized but fearful and worried
 - Under Pressure: Pessimistic and Fussy

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10 Steps to Handling Objections with Confidence

Step 1: Ignore It

- To see if they mean it
- To be sure it is real
- Don't fight the objection
- Don't be eager to attack it

Step 2: Listen Like Crazy

- To Listen + 4.
- Listen actively and naively.
- Hear the person out.
- See if they run out of steam or answer their own objection.

Step 3: Feed it back, nicely

- E.g. I want to sell it myself.
- Turn it into a question
- You want to sell it yourself?
- This puts the objection back on them to defend it.
- Find out the basis of their objection.
- Why are they objecting?
- Once you know their reasons, use them as reasons to decide in your favor.
- You have to learn what drives them.

Step 4: Question it. Probe.

- *"I know you have more reasons for saying that, do you mind if I ask what they are?"*
- Hear them out.

Step 5: Isolate it.

- Isolate to see if it is final objection.
- If we could handle that would you want to move ahead?
- If not, what else?

Step 6: Align. Cushion it.

- *"I often hear people say that. I've felt the same way myself because you are right. It is does feel like you save money."*
- Don't attack or argue or disagree
- Take your time. Learn about them.
- Turn it into a relationship.
- Agreement phrases
 - I appreciate the way you feel about that.
 - I respect the way you feel about that
 - I agree with the way you feel about that
 - You can always appreciate, respect and agree with the way they feel.

Step 7: Reframe as a Question.

- Sympathize with the question.
- Then answer the question.
- The whole reason to reframe the concern as a question is to get them to focus on benefits instead of concerns.
- Example

Concern: *I will get more money if I sell it myself.*

Response: *That brings up a question. I've had a lot of people ask me that. In fact I have felt that way myself. And the question is will you get the most money in your pocket with an Agent or without one? Isn't that the real question?*

Step 8: Answer It.

- Address the concern.
 - Why? *Why are you trying to sell yourself when you need to sell or when you want to get the most money?*
 - Turn it around. Reverse it. *That's probably the reason you should do this. So that you can get the most money in your pocket. It's such a tough market and there are so many risks that kill deals and set you up to renegotiate over repairs etc. (leverage, shift the leverage into your favor)*
 - Outweigh it. *Add more value. I know you want (the most money) and I know that you are concerned about the commission. But, isn't it true that (you are at a much greater risk doing it on your own) (or you may miss most of the Buyers right when the market is the hottest and there is no telling when it will cool down.)*
 - Minimize. Reduce to the ridiculous. *(hard to do this on a FSBO. This might be better in a price negotiation.)*
 - Explain. *You are right but here's what you get and why...*
 - Deny it. *Many people think that and it is just not true. Use statistics.*
- Practice these one at a time.

Step 9: Tie it Down and Test Close

- *That solves that doesn't it? Shall we get started?*
- If they bring up a new objection go back to step 4.
 4. Question it.
 5. Isolate it.
 6. Align with it.
 7. Reframe it as a question.
 8. Address the objection.

Step 10: Close

- Assume the sale and move forward.
- Don't ask for the sale. Assume it.
- Congratulate them on a wise decision.
- Fill out the paperwork.

Remember

- This is an advanced skill.
- It takes effort to learn.
- There are scripts to memorize.
- There are patterns to internalize.
- It may require a paradigm shift. A paradigm shift is a shift in your beliefs.
- **It may require that you shift the way you react to objections.**
Your current paradigm may be to accept the first objections and you lose sale because of it.
Or you get some of the sales eventually but with greater, time, effort, and possibly less confidence of your Client in your ability to sell.
The paradigm shift will occur naturally for you. As you practice and gain your skill, your instincts change, and your attitude shifts naturally.
That won't happen without your conscious effort.

Practice

- Practice with your family
- Ask someone in your family to role play with you.
- Use the 10 steps to turn them around.
- You will get stronger and so will they

Here's How to Begin

1. Pick one objection and rehearse through the 10 steps.
2. Memorize the ten steps.
3. Practice with your family or with another Agent.

To Ensure your Success

1. Replay webinar.
2. Schedule one hour a week.
3. Watch the Daily 1st Fifteens.

Cheat Sheet

Print the below on hard card stock and keep where you can easily reference them.

Cheat Sheet



10 Steps to Handle Objections

1. Ignore It
2. Listen Like Crazy
3. Feed it back nicely
4. Questions it. Probe
5. Isolate it
6. Align with the Prospect-Cushion it
7. Reframe it as a Question
8. Answer it
9. Tie It Down. Test Close
10. Close



“I know you have more reasons for saying that, do you mind if I ask what they are?”



“I often hear people say that. I’ve felt the same way myself because you are right. It does feel like you save money.”

I appreciate the way you feel about that

I respect the way you feel about that

I agree with the way you feel about that



“That brings up a question. I’ve had a lot of people tell me that. In fact I have felt that way myself. And the question is.... Isn’t that the real question?”